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## **DIGITAL FASHION LEADER STYLE.ME LAUNCHES MIXED REALITY METAVERSE RUNWAY WITH TAGSPACE**

Digital Fashion gets its red carpet debut in the Mixed Reality Metaverse

BRISBANE, QUEENSLAND, AUSTRALIA, 30 November 2022 – The industry-leading 3D fashion technology company, STYLE.ME and tagSpace, leaders in world-scale Mixed Reality technology, are announcing their strategic partnership to bring fashion to the mixed reality metaverse.

The collaboration between these two tech leaders will enable glamorous fashion shows to be enjoyed at iconic locations by fashionistas across the globe in the tagSpace mixed reality metaverse. Through an augmented camera view on their smartphone, users will enjoy immersive runway shows, experience AI guides, and interact with and purchase the latest digital clothing designs.

Paul Martin, tagSpace’s founder and CEO said: “our partnership with STYLE.ME will unlock new fashion and retail experiences for explorers in our real-world metaverse as well as new revenue and marketing opportunities for brands and fashion stores. Our combined capabilities will allow for high end fashion garments to be digitized using STYLE.ME technologies and then brought to life at iconic real-world locations using tagSpace’s locational mixed reality.”

“We are extremely excited to be the first to bring high end digital fashion to this mixed reality experience. This provides another disruptive way for brands to engage with new consumers. The ability to change the setting to anywhere in the world within minutes further increases both the discovery element and scalability”, said STYLE.ME President Rufus Parkinson.

Sign ups for access to tagSpace’s Mixed Reality Metaverse are open via their website.

### **About tagSpace**

tagSpace Pty Ltd. (tagspace.com) is a technology start-up composed of video-game industry veterans and founded by CEO, Paul Martin who was responsible for delivering video game engine technologies to companies such as Electronic Arts, Microsoft, Sony and Capcom. tagSpace provides a mixed-reality,

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location-based platform for creating interactive, social experiences running on mobile and wearable hardware, bringing the digital metaverse to the real world.

### **About STYLE.ME**

STYLE.ME is a technology and content provider for digital fashion. Its virtual fitting and AR solutions personalize and elevate the e-commerce experience for retailers. They also enable designers to become metaverse-capable creators, building unique phygital experiences for brands and making fashion accessible for metaverse communities. With patented technology and expertise in AI, computer vision, clothing simulation and blockchain, STYLE.ME provides end-to-end solutions for digital fashion. Visit: <https://style.me>.

### **Hashtags**

#augmentedreality #innovation #technology #AR #Metaverse #VR #tagSpace #MixedReality #nftartwork #futuretech #nftmetaverse #NFT #NFTMarketplace #blockchaintechnology #blockchain #digitalfashion #fashion #fashionnft #fashionnfts

### **Mentions**

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**Media:** Photos and Videos available to download at:

[https://drive.google.com/drive/folders/1Wyb\\_NNwYHmq7t2VoR2Nfw4wA8tf0xd0R?usp=sharing](https://drive.google.com/drive/folders/1Wyb_NNwYHmq7t2VoR2Nfw4wA8tf0xd0R?usp=sharing)

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